

MINUTES  
Community Center Advisory Board  
Village of Key Biscayne, Florida  
Thursday, July 14, 2005

Key Biscayne Community Center  
10 Village Green Way

7:00 P.M.

CALL TO ORDER/ROLL CALL OF MEMBERS: The meeting was called to order at 5:15 PM. Present were board members Bonnie Cooper, Jim Leavitt, Catherine Dowd, Susie Westfall and Dona Rice. Also present were Councilmember Weinman, Lisa Sedelnik of Sabia Communications and staff members Todd Hofferberth and Maite Miyares.

Mr. Leavitt made a motion to approve the June 23<sup>rd</sup> meeting minutes. Ms. Cooper seconded the motion, the motion was unanimously approved.

Lisa Sedelnik from Sabia Communications gave a presentation on the renewal campaign. She discussed the “refer a friend campaign” as well as incentives for renewing early. She also discussed the member’s only party in September. Mr. Leavitt suggests signage all over the building announcing the renewal campaign. The committee would like members to have the capability to renew memberships online. The committee would like to see a self addressed envelope included in the renewal letter so that members can mail in their payment. The committee discussed a postcard to attract new members as well as an e-mail postcard for members to communicate with islanders that have not joined. Ms. Dowd would like to see the reach and the frequency of the campaign.

Community Center Update:

Zoom should be up and running by the third week in August. The committee discussed the theater construction. The construction is set to begin the last week in July. The committee discussed the veranda project. Mr. Hofferberth will ask Mr. Abbott to report on this subject.

Budget:

The committee discussed the forecast of revenues. The committee discussed in kind services and they would like to see a monetary figure attached to the in kind services. The committee discussed rentals and birthday parties. The committee would like to set up a meeting with the Village Council, Village Manager and Village Finance Director to discuss the 2006 budget.

The meeting was adjourned at 7:05 PM by Mr. Battle.

The next meeting will be scheduled for August 11, 2005.